

ANNUAL PUBLIC FILE EEO REPORT

Call Sign of Station (s): **KNSD(TV) – KUAN-LD**

1. Listed are all the full-time job vacancies filled by KNSD(TV) for the period August 1, 2017 – July 31, 2018. In addition, NBCUniversal began operating KUAN-LD on September 1, 2017 under a Local Marketing Agreement. Accordingly, KUAN-LD's portion of this 2017-2018 annual EEO public file report covers the period September 1, 2017 – July 31, 2018.
2. For each vacancy listed, attached to this report are the relevant and completed Recruitment Source Data Forms for KNSD(TV)/

| | |
|----------------------------------|---------|
| Executive Producer | 35394BR |
| Community & Press Manager | 35045BR |
| Account Manager | 34869BR |
| Assignment Editor | 34815BR |
| Marketing Planner | 35572BR |
| Integrated Sales Mktg. Mgr. | 36785BR |
| Social Media Lead | 33903BR |
| Digital Media Producer | 36009BR |
| IT Manager | 36218BR |
| Local Sales Manager | 36784BR |
| Sales Fulfillment Specialist | 37316BR |
| IT Support Administrator | 35305BR |
| Digital Media Producer | 37573BR |
| APC Operator | 38239BR |
| APC Operator | 37609BR |
| Reporter | 31579BR |
| Producer | 38688BR |
| Story Producer PT | 38710BR |
| Investigative Executive Producer | 37610BR |
| Traffic Coordinator | 39338BR |
| Consumer Investigative Producer | 39563BR |
| Photographer | 39190BR |
| Reporter | 39467BR |
| IT Manager | 39658BR |
| Account Manager | 40569BR |
| Producer | 41217BR |

For each vacancy listed, attached to this report are the relevant and completed Recruitment Source Data Forms for KUAN-LD.

| | |
|--|----------------|
| Story Producer | 35782BR |
| Assignment Desk Editor/Story Producer | 35992BR |
| Executive Producer | 35802BR |
| Photographer | 36445BR |
| Account Manager | 36453BR |
| Marketing & Sales Production Mgr. | 37247BR |
| Customer Service Representative | 38496BR |
| APC Operator | 37857BR |
| Multi Media Journalist | 39286BR |
| Producer | 40748BR |
| Story Producer | 40939BR |
| Sports Reporter | 40306BR |
| Consumer Reporter | 40314BR |

- 3. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1 for KNSD(TV)?**

FT= 97

In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1 for KUAN-LD?

FT= 45

4. In total, how many persons interviewed by KNSD(TV) for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form

| Name of Recruitment Source | Total Number of Interviewees |
|---|-------------------------------------|
| nbc7sandiego.com portal to nbcunicareers.com | 42 |
| Employee Referral | 14 |
| Internal | 16 |
| Intern | 0 |
| Media Organization | 4 |
| Newspaper Ads | 1 |
| Jobline | 0 |
| Other-YOH Contractor | 10 |
| Other-Agent | 4 |
| Other | 6 |
| Unknown | 0 |
| Talent Acquisition | 0 |
| Other Website/Other | 0 |
| CCNMA | 0 |
| TV Jobs.com | 0 |
| National University | 0 |
| Southwestern College | 0 |
| Point Loma Nazarene University | 0 |
| Greater Golden Hill CDC | 0 |
| San Diego State University | 0 |
| Central Valley Opportunity Center | 0 |
| Action Rehabilitation Council | 0 |
| Regional ROP | 0 |
| Indian Human Resource Center | 0 |
| MAAC Project | 0 |
| University of California | 0 |
| SDYCS NFL Youth Education | 0 |
| National Assn. of Hispanic Journalists | 0 |
| National Hispanic Coalition | 0 |
| Asian American Journalists Assn. | 0 |
| California Employment Development Dept. | 0 |
| Medialine | 0 |
| San Diego Assn. of Black Journalists | 0 |

In total, how many persons interviewed by KUAN-LD for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form

| Name of Recruitment Source | Total Number of Interviewees |
|---|-------------------------------------|
| nbc7sandiego.com portal to nbcunicareers.com | 11 |
| Employee Referral | 17 |
| Internal | 12 |
| Intern | 2 |
| Media Organization | 0 |
| Newspaper Ads | 0 |
| Jobline | 0 |
| Other-YOH Contractor | 0 |
| Other-Agent | 0 |
| Other | 0 |
| Unknown | 0 |
| Talent Acquisition | 0 |
| Other Website/Other | 0 |
| CCNMA | 0 |
| TV Jobs.com | 0 |
| National University | 0 |
| Southwestern College | 0 |
| Point Loma Nazarene University | 0 |
| Greater Golden Hill CDC | 0 |
| San Diego State University | 0 |
| Central Valley Opportunity Center | 0 |
| Action Rehabilitation Council | 0 |
| Regional ROP | 0 |
| Indian Human Resource Center | 0 |
| MAAC Project | 0 |
| University of California | 0 |
| SDYCS NFL Youth Education | 0 |
| National Assn. of Hispanic Journalists | 3 |
| National Hispanic Coalition | 0 |
| Asian American Journalists Assn. | 0 |
| California Employment Development Dept. | 0 |
| Medialine | 0 |
| San Diego Assn. of Black Journalists | 0 |

5. Please summarize the station's (or station group's) broad outreach initiatives during past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station' participation in each initiative.

Annual Public Report-Broad Outreach:

The Station engages in broad outreach in recruiting for its full-time vacancies and has widely disseminated information concerning these vacancies to recruiting organizations reasonably calculated to reach the entire community. (See recruiting organizations listed in #4 below.) The Station sends job opening notices to community organizations who have requested such notification and to additional organizations the Station has identified. The list of organizations is periodically reviewed and updated. The Station also maintains a job hotline number, which directs callers to the Station's website, <http://www.nbcsandiego.com/contact-us/> and encourages interested applicants to apply for open positions at <http://www.nbcunicareers.com>.

I. Internships and Education

1.) College Internship Program: Fall 2017-Summer 2018

| | | | |
|------------------------|-----------|------------------------------------|-----------|
| Total Students: | 34 | News: | 11 |
| | | Sports: | 3 |
| | | Sales: | 5 |
| | | Digital | 5 |
| | | Creative Svcs. & Comm.: | 5 |
| | | Operations: | 3 |
| | | HR: | 0 |
| | | Finance: | 0 |
| | | IT: | 2 |

Description: NBC 7's College Internship Program offers a wide range of internship opportunities for students interested in careers in broadcasting. Our internship program provides students practical skills through hands-on assignments working with talented broadcast professionals who are willing to share their knowledge. Students have the opportunity to work in news, operations, IT, sales, programming/creative services, finance, and human resources. Students receive wages and college credit, if applicable, for participating in this program.

Participating Staff:

- **Erin MacCourtney, Sales Fulfillment Specialist**
- **Derek Togerson, Reporter, Sports**
- **Paige Norris, HR Director**
- **Jamie Ries, Assignment Editor**
- **Donna Stewart, News Operations Mgr.**
- **Tara Jelnicki, Senior Creative Producer**
- **Ozzie Alvillar, Finance Manager**
- **Angela O'Brien, Director of Finance**

2.) EMMA Bowen Foundation Internship and Scholarship Program

Total Students: 1: Eric Lujan

Description: Emma Bowen Foundation was established by the media industry to help increase access to permanent job opportunities for minority students by providing scholarships and paid internships. The Foundation's program is unlike other intern programs in that students work for partner companies during summers and school breaks from the end of their junior year in high school until they graduate from college. During this multi-year period, students have an opportunity to learn many aspects of corporate operations and develop company-specific skills. NBC has the opportunity to guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation, to help pay for college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program. NBC 7 has had a student intern continuously participating in the program since 2001.

Participating Staff:

- **Paige Norris, HR Director**
- **Darcey Gulen, Office & EHS Manager**
- **Robert Romero, IT Manager**

II. Job Fairs

1. National Convention, NABJ – New Orleans, LA

August 2017

Participants: Greg Dawson, VP of News

Description: Annual Recruitment Convention and Speaker Forum sponsored by the National Association of Black Journalists

2. National Convention, NAHJ – Anaheim, CA

September 2017

Participants: Dick Kelley, GM, Greg Dawson, VP of News, Paige Norris, HR Director, Pedro Calderon, T20 News Director

Description: Annual Recruitment Convention and Speaker Forum sponsored by the National Association of Hispanic Journalists

3. University of San Diego, Torero Networking Night and Career Fair – San Diego, CA March 2018

Participants: Chuck Westerheide, Assistant News Director

Description: Career fair for student-athletes.

III. Training For Employees

1a. Jump Training: Los Angeles, CA: 2018

Participants: Erin MacCourtney, Jon Brady, Justine LaMont, Ozzie Alvillar

Description: Applicants want to work for companies that offer them training opportunities. As such, KNNSD participates in JUMP training. This career development workshop teaches new managers how to effectively lead, manage and mentor teams. The training was facilitated in Los Angeles classrooms, as well as through modular self-trained courses that could be experienced in the employee's workplace.

1b. INFLUENCE Training: Los Angeles, CA: 2018

Participants: Marcee Hagan

Description: Applicants want to work for companies that offer them training opportunities. As such, KNNSD participates in INFLUENCE training. This career development workshop teaches managers how to effectively communicate, engage stakeholders, build confidence and be smart and concise in their communication of ideas.

1c. CREATE Training: Los Angeles, CA: 2018

Participants: Sean Monzet

Description: Applicants want to work for companies that offer them training opportunities. As such, KNNSD participates in CREATE training. This career development workshop teaches managers how to develop customer-focused solutions to challenges their businesses face by applying design thinking.

1d. CONNECT Training: Los Angeles, CA: 2018

Participants: Ozzie Alvillar

Description: Applicants want to work for companies that offer them training opportunities. As such, KNNSD participates in CONNECT training. This career development workshop teaches managers how to understand functional challenges across business, and understand longer term strategy related to the function.

1e. Positive Workforce Leadership (PWL) Training: Orlando, FL: 2018

Participants: Sage Pierce

Description: Applicants want to work for companies that offer them training opportunities. As such, KNNSD participates in PWL training. This career development workshop teaches managers leadership best practices and strategies to promote positive employee relations.

2. Investigative Reporters and Editor (IRE) Conference: Orlando, FL June 2018

Participants: Tom Jones, Executive Producer; Mari Payton, Reporter

Description: IRE offers over 100 panels, hands-on classes and special presentations about covering business, public safety, government, health care, education, the military, the environment and other key beats. Speakers shared strategies for locating documents and gaining access to public records, finding the best stories and managing investigations. Training was given on how to better practice investigative journalism in print, broadcast, web and alternative newsroom models.

3. KNSD Future Talent/Pipeline Post Grad Training Programs: San Diego, CA Ongoing 2017-18

Participants: Amy Khuu, Producer Development; Alex Presha, Reporter Development

Description: KNSD participates in NBCU sponsored post grad career development programs.

These paid apprenticeships are designed to recruit diverse talent from smaller markets to better prepare them for a career in a large market broadcasting environment. In addition to performing their full time roles at the station, candidates participate in additional corporate training programs in New York or other Owned Station Large markets so that at the end of their program term, they are more marketable and competitive as candidates.

4. Diversity and Inclusion in the Workplace: San Diego, CA Ongoing 2017-18

Participants: All KNSD employees

Description: Mandatory, annual training for all staff on diversity and inclusion in the workplace.

IV. Community Group Sponsored Participation- Networking

Employees of the Station participate in extensive community affairs activities throughout the Station's service area, with many of these events focused on diversity in the community. This participation also creates opportunities to educate the community about broadcasting and employment opportunities in the broadcast field. Detailed information concerning the community events in which Station's personnel participated is set forth below:

1. SD Association of Black Journalists, San Diego, CA Ongoing 2017-18

Participant: Donna Stewart, News Operations Manager; Dick Kelley, President

Description: KNSD enjoys a strong relationship with the SDABJ which advocates on behalf of African-American journalists in San Diego. In addition to KNSD staff fulfilling board roles, the station is proud to sponsor chapter initiatives such as Pro For a Day and their annual Scholarship dinner. Additionally, the Station is able to promote employment and internship opportunities with SDBJA members through job postings and Board Members referrals.

3. San Diego Chapter Association of Hispanic Journalists, San Diego, CA Ongoing 2017-18

Participant: Paige Norris, HR Director, Dick Kelley, President

Description: Local Chapter support of National organization to support Hispanic journalists. In addition to supporting Chapter president, Station management also involved with mixers and panel events where aspiring journalists met with working journalists and our Vice President of

News, Greg Dawson. Members attending sponsored functions are informed of employment and internship opportunities that are available within the Station.

4. San Diego Chapter Association of Asian Journalists, San Diego, CA

Ongoing 2017-18

Participant: Liberty Zabala, Reporter

Description: Local Chapter support of National organization to support Hispanic journalists. In addition to supporting Chapter president, Station management also involved with mixers and panel events where aspiring journalists met with working journalists and our Vice President of News, Greg Dawson. Members attending sponsored functions are informed of employment and internship opportunities that are available within the Station.

6. Salute to Service,

November 2018

Participant: All Station Tent pole initiative

Description: We take our role within San Diego's military community seriously. So on Veteran's day we sponsored a Community wide event that was free to all Military and their family. The day included entertainment, career services, food, prizes information booths and interactions with NBC 7 talent all taking place atop the flight deck of an aircraft carrier.

7. Comcast Cares Day:

April 2018

Participants: All Station Event

Description: The best way to increase visibility in the community is to be seen as a part of the company. In the spirit of the largest employer sponsored Volunteer effort in the nation, 25 of the employees participated in a housing project for Habitat for Humanity.

8. Voices for Children Advisory Board: San Diego, CA

Ongoing 2017-18

Participant: Richard Kelley, President & General Manager,

Description: Voices for Children (VFC) is a non-profit organization which advocates for the best interests of abused, neglected and abandoned children within the San Diego County Foster Care System. Affiliate of the National CASA Organization, VFC recruits, trains and supervises a group of committed volunteers who are empowered by the court to advocate for children in foster care. CASA's guide their case children through the sometimes complex and confusing time in their lives. Our CASA's work directly with diverse groups acting as mentor's and helping them learn about the Broadcast industry as a potential career path.

10. Make A Wish of San Diego: Executive Committee San Diego, CA

Ongoing 2017-18

Participant: Richard Kelley, President & General Manager

Description: Since 1983, Make-A-Wish has worked to grant the wishes of children with life threatening medical conditions. As a non-profit 501(c)3 charity, Make-A-Wish San Diego depends on a volunteer governing board of directors to ensure that resources are maximized for providing once in a lifetime experiences to eligible recipients. Our close work with children and families helps them to better understand the power of broadcasting and often times they become brand ambassadors for the station.

11. Promax: Las Vegas: June 2018

Participants: Heather Luskie, Brand Director; Description: International marketing association 's annual conference for entertainment marketing professionals to promote marketing strategies, provide educational opportunities and recognize those who are advancing the field of creative marketing in a Broadcast environment.